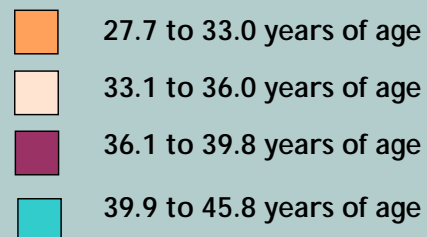
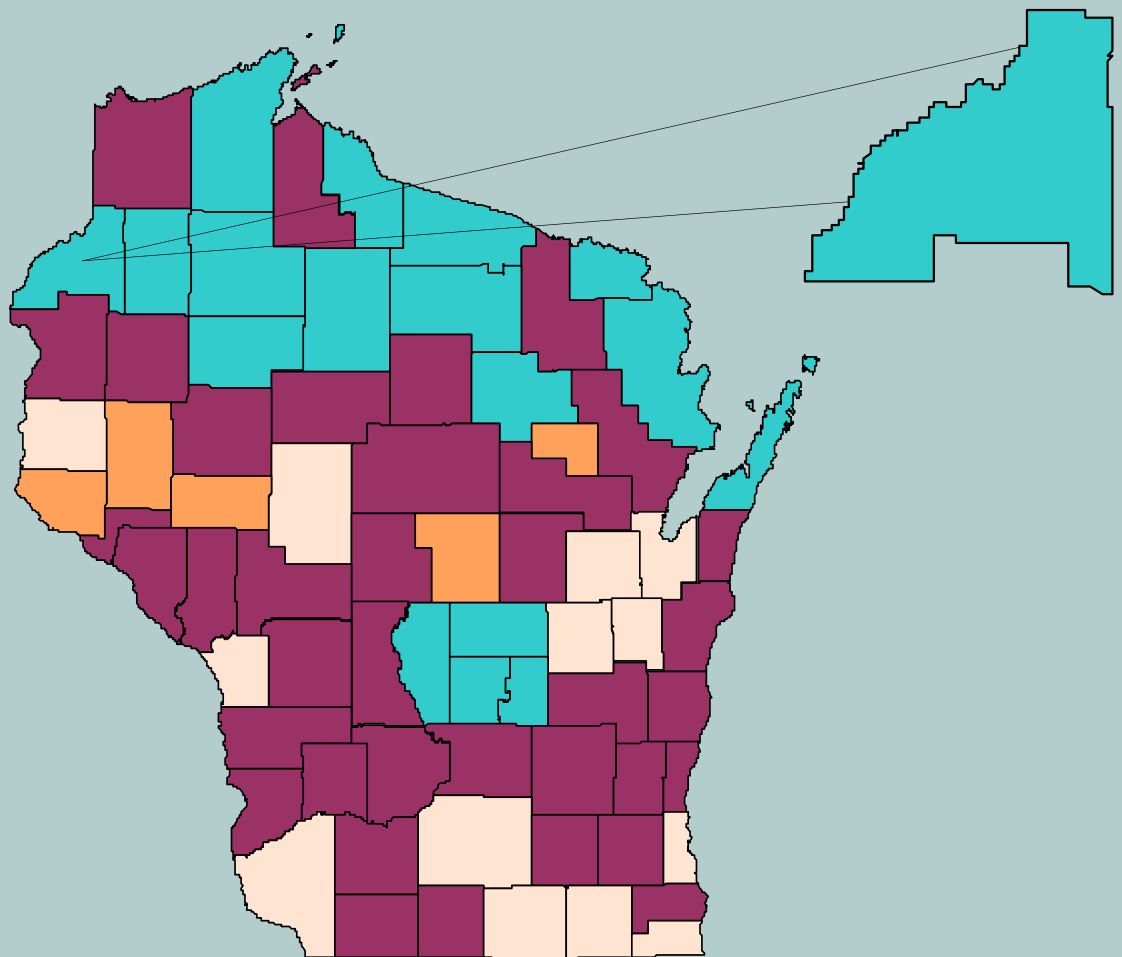


Burnett County Workforce Profile

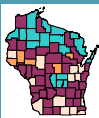
Median Age by County, 2000



Source: Census 2000 of the United States

Your complete
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the economy of
tomorrow.





County Population

The population in Burnett County increased 19.8 percent to 15,674 according to Census 2000 information. That marked the fourth decennial census that the population increased. In 1960, following two decades of decline, the population in Burnett County was 9,214. Throughout the decades, the increase in population has been primarily from people moving into the county, although the 1980s did see a slight rise from births.

A net gain in population from migration means that more people moved to the county than moved out of the county. From 1990 to 2000, there was a net migration of 2,862 residents to the county. Census 2000 revealed that roughly 22.4 percent of the population over 5 years old lived in a different county in 1995. Of those new residents 62 percent moved from another state and 38 percent from some other county in Wisconsin.

The increase in population during the 1990s was largely the result of a surge in new residents relocating to the area. There were 1,470 births during the decade but there were 272 more deaths. The net increase in population was 2,590 which ranked Burnett County 5th fastest growing county in the state. This trend continued through 2000 with a population increase of 1.0 percent, greater than in both the state and nation.

The majority of new residents were white, although the county is becoming home to more ethnic groups. In 1990, the white population comprised 95.6 percent

of the total population. That shrunk to 94.6 percent of the total in 2000. Although the second largest ethnicity is American Indians (4.5% of the total population) other ethnic groups are also increasing in size.

The American Indian population increased from 508 in 1990 to 698 in 2000. The county is home to the St. Croix Band of Lake Superior Chippewa. In recent years tribal members have returned home as employment opportunities increased. In addition to smaller Indian-owned businesses in Burnett County, the tribe owns the St. Croix Casino in Turtle Lake in Barron County.

The greatest number of new residents, however, occurred in the towns of Jackson with an increase in population of 308, and Oakland with an increase of 298. Both towns include many lakes that are attractive properties for many of the new residents. The fastest growing town in the 1990s was the smaller town of Webb Lake where the population increased 90.5 percent with the addition of 181 new residents. The largest and second largest municipalities, the Village of Grantsburg and Town of Meenon, added 225 and 216 residents, respectively from 1990 to 2000.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by

(Continued on page 2)

Total Population

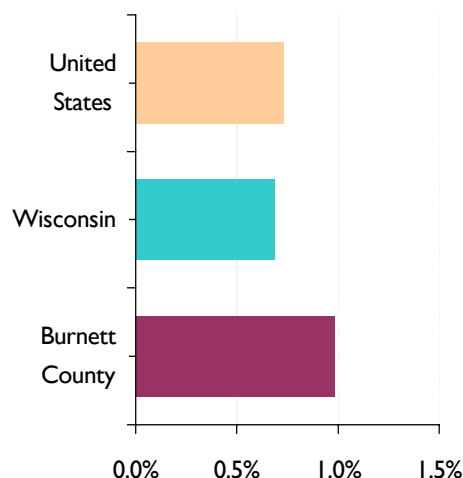
	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Burnett County	15,674	15,828	1.0%

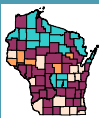
Ten Largest Municipalities

Grantsburg, Village	1,369	1,384	1.1%
Meenon, Town	1,172	1,179	0.6%
Grantsburg, Town	967	989	2.3%
Siren, Village	988	989	0.1%
Wood River, Town	974	984	1.0%
Trade Lake, Town	871	894	2.6%
Siren, Town	873	879	0.7%
Swiss, Town	815	822	0.9%
Oakland, Town	778	786	1.0%
Jackson, Town	765	772	0.9%

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001



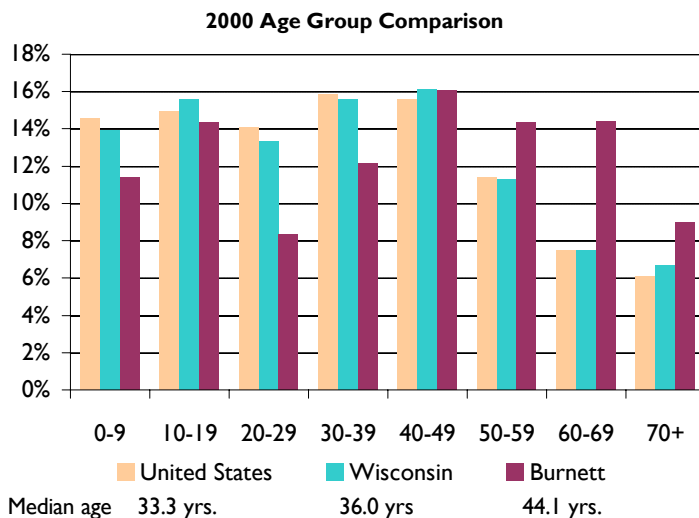


the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Both the increase in population from older people moving to the county and an existing population that was already older than the state average impacted the median age in Burnett County. The median age increased to 44.1 years in 2000 from 39.2 years in 1990. The median age in the county is substantially higher than both the state median age of 36.0 years and the national median of 33.3 years and is third highest in the state.

The higher median age means that there are more residents in the older population groups than in the younger age groups, something apparent in the graph on the right. The county has a smaller share of population in the youngest group than both the state and nation, but the 10 to 19 year old group is larger than in both the state and nation due to the surge in births in the 1980s. However, once they graduate from high school these teenagers leave the area to continue their education or search for jobs.

Beginning at age 40, the county share of population in each age group is greater than in both the state and nation. This reflects the increase from new residents moving to the area and the aging of the last of the baby boom population. Over the age of 60 the county has a



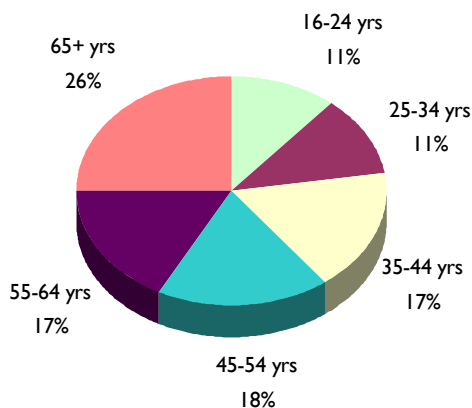
Source: US Department of Commerce, Census Bureau, *Census 2000*

much larger share of population.

The consequences of this disparity on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of fewer younger people available for the labor supply and an increasing older population preparing to retire will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

County Civilian Labor Force

Burnett County Labor Force Age Groups



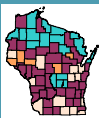
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

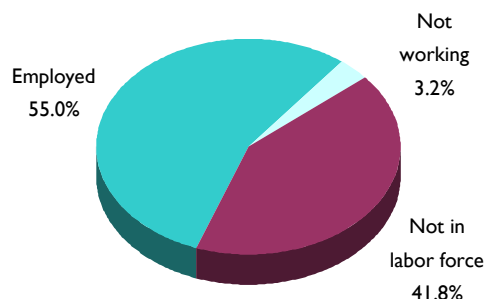
The Burnett County population in 2000 16 years and older totaled 12,698. This population comprises the potential labor force in the county even though 26 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-time and during summer breaks, and are starting

(Continued on page 3)

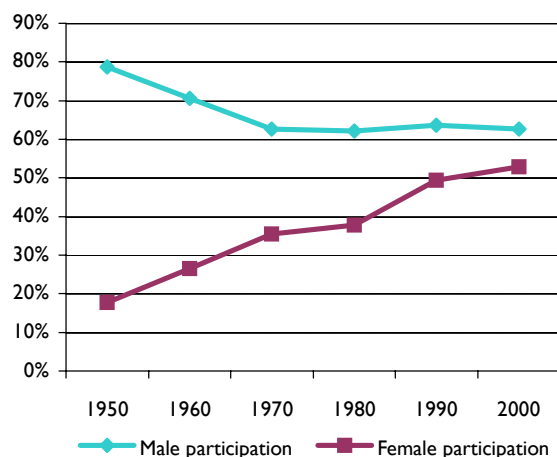


2001 Labor Force Participation



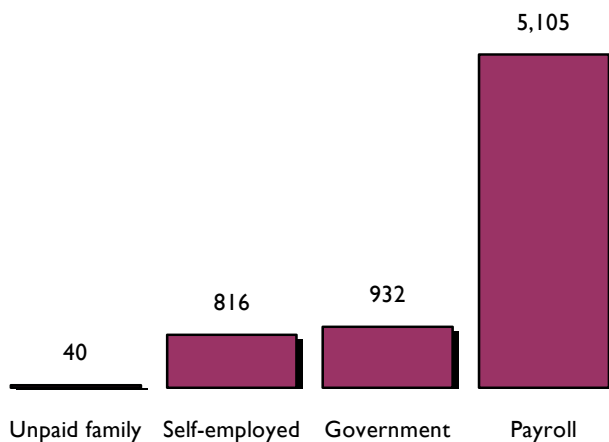
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills and beginning new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation for 2001 in Burnett County included 55.0 percent of the labor force age population that worked, 3.2 percent of the population that was unemployed and 41.8 percent who choose not to work. Combining those that were employed with those that were unemployed produces a total labor force participation rate in 2001 of 58.2 percent.

Labor force participation peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently much less than in either the state (73.5%) or nation (66.9%). The primary reason for lower participation is the large share of population over 65 years old.

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has been steadily increasing while participation of men has been declining. There are a number of factors that serve as explanations for these divergent trends, but the most comprehensive is the change from the county's industry mix away from goods-producing jobs towards service-producing jobs. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more permanent positions, than women.

(Continued on page 4)



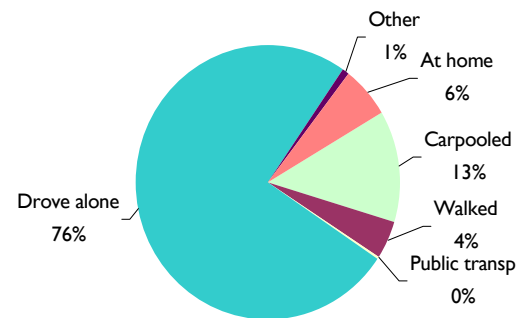
Labor force participants who work are engaged in several 'types of employment'. In Burnett County 74 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 13.5 percent of total employment.

Over 12 percent of workers in Burnett County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is higher in Burnett County than in the state (6.4%), but has declined since 1990. Workers in these categories tend to stay in the labor force longer than workers in payroll jobs.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs (see page 5). Total employment in 2000 was 7,000 yet there were only 4,826 jobs in Burnett County.

An additional factor that effects the local labor force is the number of workers who commute into, or in this case out of, the county for jobs. Census 2000 revealed that 19 percent of the workers residing in Burnett County traveled to jobs in other

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

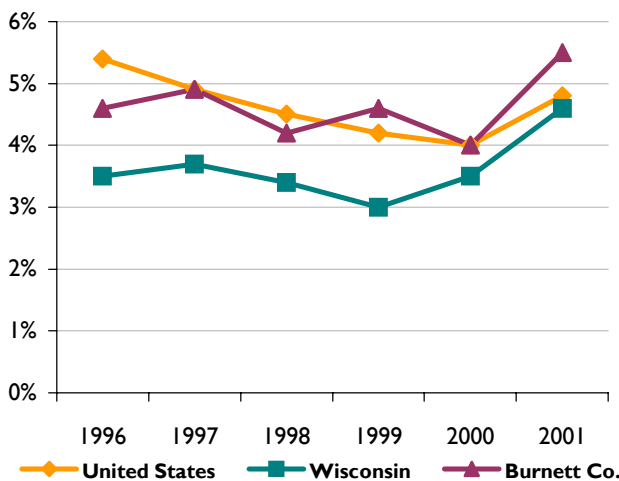
Wisconsin counties while another 14 percent traveled to jobs in another state. Although the data on the destination of those workers will not be released until 2003 it is probable that the other state was Minnesota.

Over the last five years the number of employed residents in Burnett County increased by 300 from 6,700 in 1996. During that time some employers, especially manufacturers, reduced their workforce.

The unemployment rate is currently higher than the rate in either the nation or the state although in four of the last five years it was lower than the national rate. In addition to the loss of production jobs, seasonal fluctuations in construction and tourism jobs elevate the unemployment rate during the winter months and raise the annual average rate. Also, many residents were out of work following the tornado in the summer of 2001.

Most of the workers in Burnett County drive alone to a job, while 13 percent, greater than in the state, were part of a car pool. With limited public transportation available in the county it is no surprise that few residents use it. Even statewide, however, only two percent of workers use public transportation.

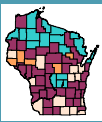
Unemployment Rate Comparison



Burnett County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	7,000	7,200	7,100	6,900	7,200	7,400
Employed	6,700	6,800	6,800	6,600	6,900	7,000
Unemployed	320	350	300	320	290	410
Unemployment Rate	4.6%	4.9%	4.2%	4.6%	4.0%	5.5%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



County Industry Employment

Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
Total	4,252	4,391	4,476	4,592	4,791	4,826	0.7%	13.5%
Goods Producing	1,188	1,220	1,295	1,294	1,312	1,274	-2.9%	7.3%
Construction & Mining	138	147	206	226	246	243	-1.3%	75.6%
Manufacturing	1,050	1,073	1,089	1,068	1,066	1,031	-3.2%	-1.7%
Durable	781	807	839	831	814	746	-8.4%	-4.5%
Nondurable	269	266	250	237	251	286	13.6%	6.4%
Service Producing	3,064	3,171	3,181	3,298	3,479	3,552	2.1%	15.9%
Transportation, Communications & Utilities	146	154	171	164	143	147	3.3%	0.7%
Total Trade	872	929	891	935	984	1,008	2.4%	15.6%
Wholesale	108	103	57	58	51	32	-38.5%	-70.9%
Retail	763	826	834	877	933	976	4.7%	27.9%
Finance, Insurance, and Real Estate	90	89	92	97	115	147	27.7%	62.5%
Services & Misc.	740	856	891	916	871	867	-0.4%	17.3%
Total Government	1,216	1,142	1,136	1,186	1,367	1,382	1.2%	13.6%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Burnett County. All payroll jobs are counted and included occupations from managers to laborers who work full- or, part-time, temporary, and seasonal positions, and are paid hourly, through commissions and salaries, or by piece-

work. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

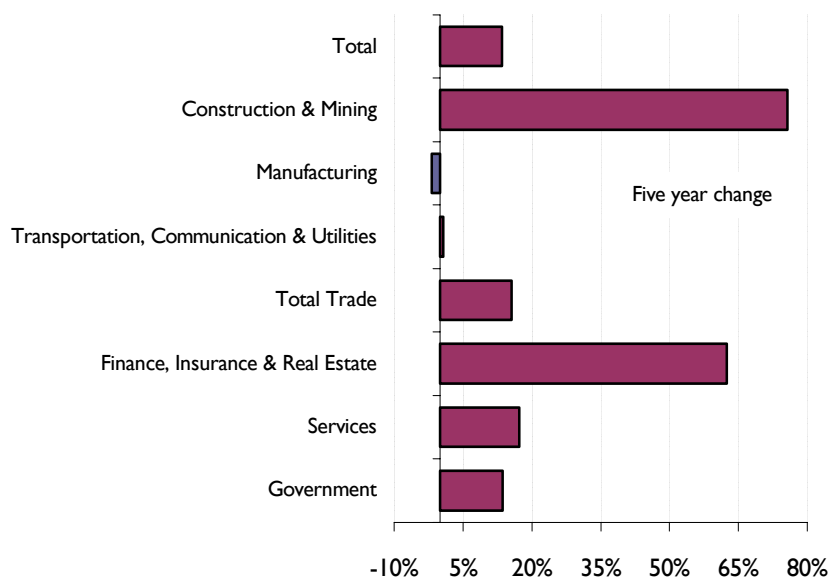
There were 4,826 nonfarm wage and salary jobs in the county in 2001, a year when the total number of employed in the labor force (county residents) was 7,000. Workers were definitely commuting to adjacent counties in Wisconsin and to locations in Minnesota to work. Many of those commuters were probably new residents who moved to the county to live but retained their jobs in other areas.

All those new residents generated demand for new and remodeled housing, and in the last five years construction employment increased 75 percent from 138 jobs in 1996 to 243 jobs in 2001. This accounted for roughly 17 percent of the 614 jobs added in the last five years. Total nonfarm employment increased 14.6 percent from 1996 to 2001, while employment statewide increased 8.7 percent.

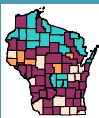
Employers in Burnett County have been adding jobs in every year since 1990, including 2001 when jobs statewide declined 0.3 percent. In the spring of 2001, however, manufacturing employment declined and, although many of those jobs

(Continued on page 6)

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



Top 10 Employers

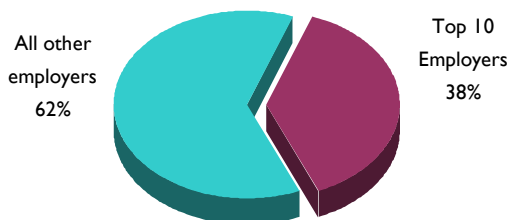
Company	Product or Service	Size
St. Croix Tribal Council	Executive & general government	250-499
Parker Hannifin Corp.	Fabricated metal products: couplers	250-499
Burnett Medical Center Inc.	Health care services: hospital	100-249
Grantsburg Public School	Education	100-249
Burnett Dairy Coop	Food products: cheese	100-249
County of Burnett	Executive & general government	100-249
School District of Webster	Education	100-249
Hole-in-the-Wall Casino	Amusement services: gaming	100-249
Siren Public School	Education	100-249
The Good Samaritan	Health care services: nursing care	100-249

Top 10 Industry Groups

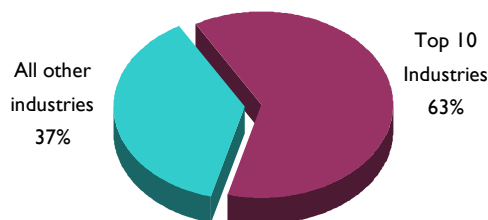
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Executive, Legislative, and General	23	654	377	367
Educational Services	3	447	12	84
Eating and Drinking Places	46	364	2	98
Health Services	9	357	-27	40
Fabricated Metal Products	*	*	*	*
Industrial Machinery and Equipment	7	284	-8	64
Food Stores	8	170	10	-20
Automotive Dealers & Service Stations	13	155	19	54
Food and Kindred Products	*	*	*	*
Lumber and Wood Products	12	149	-24	-9

*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

returned by the end of the year, the average number of production jobs fell. The number of jobs with wholesale trade employers also declined early in 2001 but remained lower through the end of the year.

Job growth among service-producing employers continued to outpace growth from goods-producing employers. In 1991, 69 percent of the jobs in Burnett County were with employers in the service-

producing sector. That share increased to 74 percent in 2001 as service-producing employers added 528 jobs.

There are 420 employers in Burnett County and just ten of them provide over one-third of the jobs. The list of the ten largest employers includes eight employers from the service-producing sector who primarily provide education and healthcare services.

(Continued on page 7)



The largest employer, however, is the St. Croix Tribal Council and the eighth largest is one of the casinos they own. This year reflects the change (in the ES-202 file) in industry classification of tribal governments from membership services to executive & general government and explains the one- and five-year increases in that industry group.

The industry change also helps explain why government is now the industry division with the most jobs in the county and provides 26.5 percent of total employment. The total payroll from government

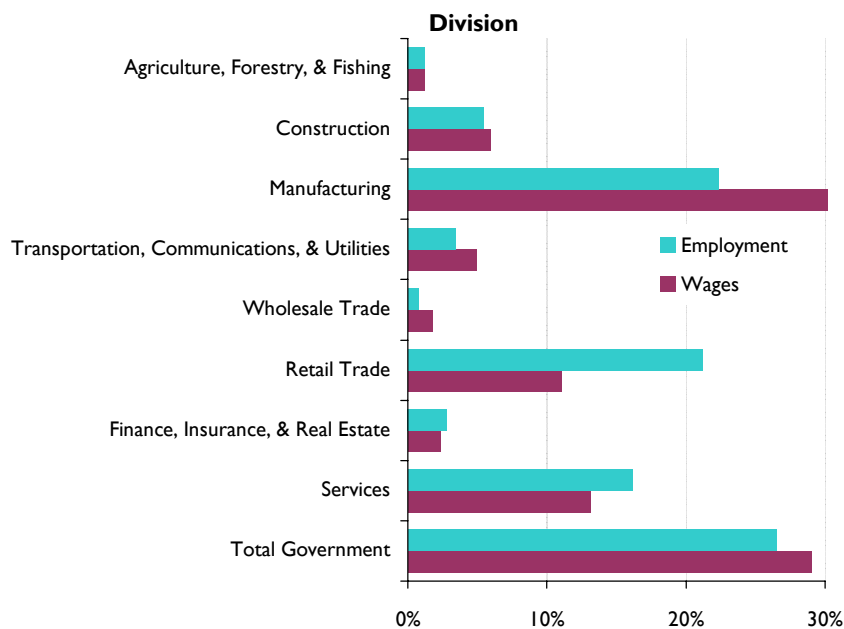
units of \$29,698,073 was 29 percent of the total from all employers in the county of \$102,336,195. The greatest payroll, however, of \$30,874,028 is from manufacturing employers who provide 22 percent of the jobs.

Workers in wholesale trade had the highest average annual wages at \$52,867 in 2001. This is an exceptionally high average wage, much higher than in 2000 and usually occurs when workers earn large bonus payments or work overtime. Another reason for a large increase in average wages is the loss of jobs from lay offs. Employers generally lay off the least senior workers who earn less money than those retained. The higher wages of the remaining workers inflate the increase in wages over a year.

Annual wages for transportation, communication and utility workers are the second highest in the county. Although wages were high in these two industries less than seven percent of the workforce received them.

Retail trade employers provide the third highest number of jobs in the county, but only the fourth highest payroll and the lowest annual average wage. Many of the jobs in retail trade are part-time and seasonal and often have a high turnover rate. These conditions, plus lower hourly wages, lead to lower average annual wages.

2001 Employment & Wage Distribution by Industry



Annual Average Wage By Industry Division

	Burnett Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 22,678	\$ 30,922	73.3%	1.9%	21.6%
Agriculture, Forestry, & Fishing	\$ 22,114	\$ 22,565	98.0%	-2.2%	48.1%
Construction	\$ 24,865	\$ 39,011	63.7%	14.2%	18.5%
Manufacturing	\$ 30,634	\$ 39,739	77.1%	0.2%	26.9%
Transportation, Communications, & Utilities	\$ 32,901	\$ 36,639	89.8%	5.3%	37.9%
Wholesale Trade	\$ 52,867	\$ 40,521	130.5%	28.5%	82.0%
Retail Trade	\$ 11,858	\$ 14,596	81.2%	3.8%	17.1%
Finance, Insurance, & Real estate	\$ 19,197	\$ 40,933	46.9%	1.5%	-25.1%
Services	\$ 18,417	\$ 28,775	64.0%	-11.6%	8.4%
Total Government	\$ 24,848	\$ 33,785	73.5%	6.2%	17.9%

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

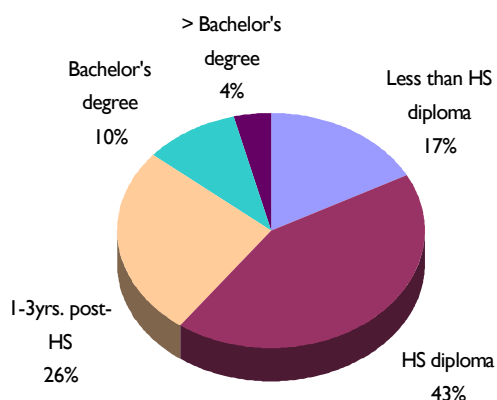
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Burnett County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed and work outside the county.

The largest group in the state is management, professional and related occupations, as it is in Burnett County. The management, professional and related occupations in Burnett County primarily include jobs as teachers and health care professionals. In Burnett County, most of the jobs in this group are teachers and health care professionals. These jobs are found with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Burnett County 40 percent of the population 25 years old and over has some education beyond high school, but only 14 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

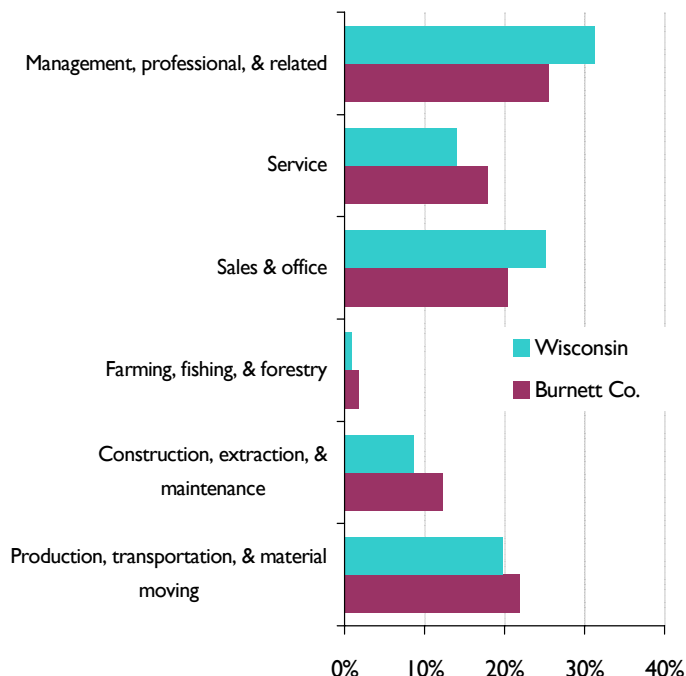
Over one-quarter of the population has 1-3 years of post-secondary education that could include some college with no degree, an associate degree, or technical college training. Workers in this group

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, Census 2000

Employment by Occupation Group: 2000



US Department of Commerce, Census 2000

find employment in all occupational groups including the production, transportation, and material moving occupational group, the second largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the third largest group in the county. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries. Many of the skills needed by production and clerical workers are learned at the local Wisconsin Indianhead Technical College in Rice Lake.

The fourth largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 18 percent of the workforce in Burnett County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.



County Income Information

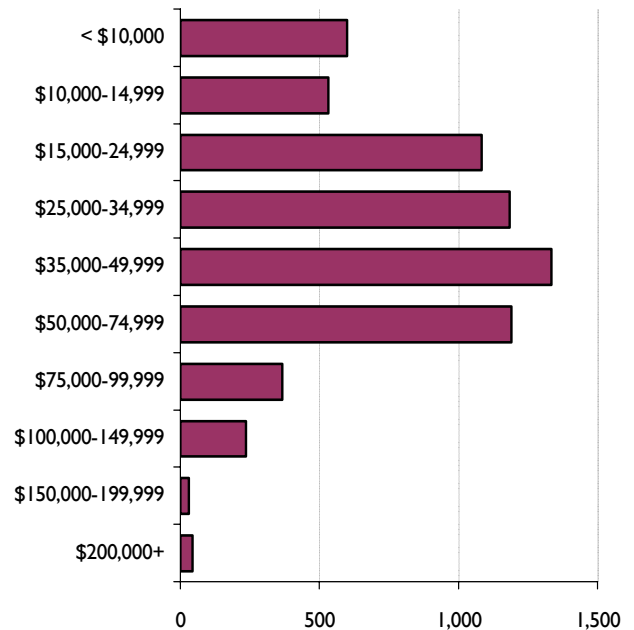
The median household income in 1999 (last full year of income data used for census) in Burnett County of \$34,218 was 78 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while over 17 percent earned less than \$15,000. So many households with low income contribute to a poverty rate in the county of 8.8 percent that is slightly higher than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Burnett County is 2.3 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$305,481,000 in Burnett County, divided by the total population. PCPI in Burnett County in 2000 of \$19,431 was 69 percent of the PCPI in Wisconsin and 66 percent of the United States. In the last year it increased 4.9 percent, greater than the increase of 4.6 percent in the state and 5.8 percent in the nation.

Incomes are lower in Burnett County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income

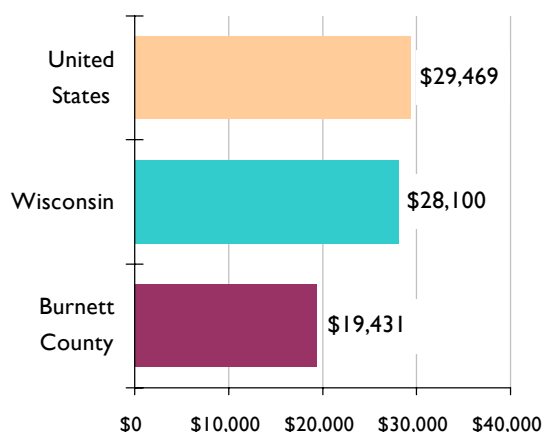
Households by Income Range
Median household income in Burnett Co. \$34,218



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

from government retirement and medical payments comprises 83 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation. The population living on fixed income will only increase in the next ten years.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

